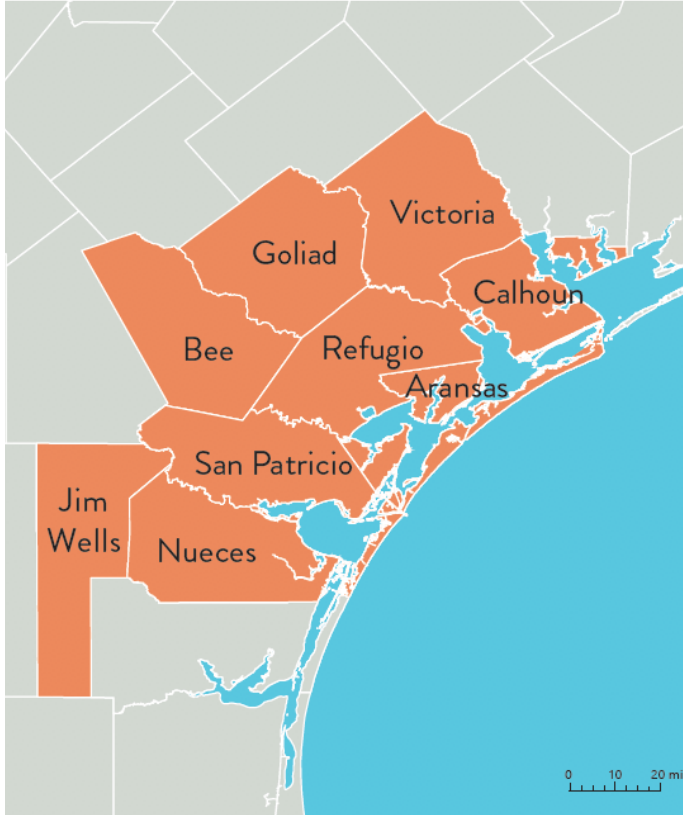




► PROJECT DESCRIPTION



The Texas General Land Office (GLO) is launching a 15-month Economic Development Strategy & Diversification Study.

This study brings together nine neighboring counties impacted by Hurricane Harvey - **Aransas, Bee, Calhoun, Goliad, Jim Wells, Nueces, Refugio, San Patricio, and Victoria** - to build an inventory of the economic assets and deficiencies within the study area, provide economic development strategies, and develop an action plan for creating a diverse and resilient economic base. The study aims to help the counties grow jobs, and help residents prosper and remain sustainable through future economic downturns.

The need for the study was identified through the Regional Planning Studies Survey, which gathered input from citizens, local officials, and councils of government in communities impacted by Hurricane Harvey. The study was allocated \$950,000 by the GLO in U.S. Department of Housing and Urban Development (HUD) Community Development Block Grants for Disaster Recovery (CDBG-DR) funds available for local, regional, and state planning.

► PROJECT OBJECTIVES

- **Expand economic activities in the region**, grow jobs, and help residents prosper and remain sustainable throughout future economic downturns.
- **Engage with regional stakeholders** in the realm of economic development throughout the duration of the project.
- **Evaluate the region's existing assets**, key sectors, potential growth sectors, and the job market and job growth opportunities.
- **Diversify the local economy** and help the region thrive while remaining resilient to large shocks such as major storms and economic downturns.



► PROJECT TIMELINE

The process involves three primary phases:

- Economic Analysis Milestone
- Stakeholder Engagement Milestone

Phase I: Research and Inventory Development

January - February 2020

- Assemble regional economic, demographic, and socioeconomic data.
- Establish local Steering Committees to meet on ongoing basis. ●

March - April 2020

- Broaden outreach by engaging key stakeholders across the region. ●
- Release initial survey aimed at assessing local outlook and experience on economic development.
- Identify and map county and regional assets, challenges, and stakeholders. ●

Phase II: Create an Economic Development Strategy for the Region

May - June 2020

- Submit research and inventory development report. ●

July - August 2020

- Generate initial draft recommendations.
- Release initial survey aimed at assessing local outlook and experience on economic development. ●

September 2020

- Host public summit to provide an overview of the process, review identified strengths, weaknesses, priorities, and feedback on initial strategies.

Phase III: Action Plan

October 2020 - November 2020

- Submit economic development strategy. ●
- Develop and submit an action plan based on strategy. ●

December 2020 - February 2021

- Host a series of public meetings to obtain feedback on the strategy and action plan. ●
- Submit final Economic Development Strategy & Diversification Study. ●



► TOPIC AREAS

This study analyzes the intersection of resilience and economic development. We will examine how to make the region's economy more robust and better able to withstand shocks and stresses. Topic areas include:

Major industries and workforce

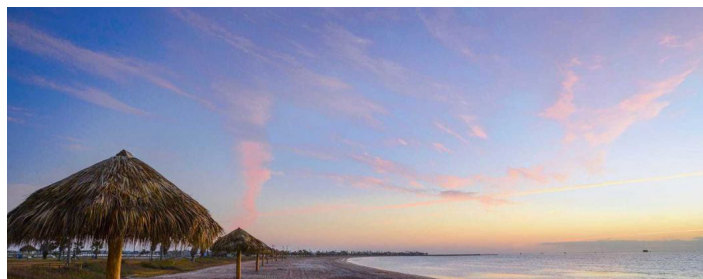
Analyzing the dominant industries and their associated labor force and employment characteristics that play a large role in contributing to the economy and local business climate of the region.



Port of Victoria; Victoria, TX

Quality of life amenities

Exploring the livability of an area as defined by numerous community characteristics and indicators such as entertainment and cultural amenities, public transit, healthcare and environmental quality such as access to open space, parks, and recreation opportunities.



Rockport Beach; Rockport, TX

Infrastructure and transportation

Improving the basic physical systems of the region such as transportation systems, communication networks, and sewage, water, and electric systems.



BNSF 5048 South; Refugio, TX

Housing

Evaluating the housing inventory and quality in the region, with a special focus on affordable housing and effects of Hurricane Harvey on the housing stock.



Port Lavaca homes; Port Lavaca, TX

Education

Increasing educational opportunities and assets within and adjacent to the study area that affect workforce development and how their roles serve current and projected regional employment demands.



Coastal Bend College; Beeville, TX

Technology

Surveying the emerging markets and technologies that enable these markets. It identifies higher education assets that support local research and innovation and gauges the presence of local entrepreneurship.



UAS Center of Excellence & Innovation; Corpus Christi, TX



► COMMUNITY ENGAGEMENT

Input from the community will help ensure the study's outcomes reflect local priorities and the recommendations can be implemented. We need involvement and feedback from community leaders throughout the course of this study.

Survey

The project's second survey is now available. Please take the survey at: surveymonkeys.com/r/TexasEconomicStudyII. The QR code at right will also take you to the survey if used with your smartphone. The survey welcomes input from everyone in the nine-county area, including: business, government, education, or economic development professionals, representatives of non-governmental organizations, and residents of the nine counties.



Help us get the word out about the survey! Please let us know of any websites, forums, community centers, etc., we can use to gain as much feedback as possible.

Summit

A summit will be held on September 16 and 17 for relevant stakeholders from all nine counties. The summit will include an overview of the planning process, a preview of the data and trends that the consultant team has examined to date, and table discussions on strengths, weaknesses, and priorities that will help inform the overall regional Economic Development Strategy's mission and vision.

GET INVOLVED!

To join our mailing list and receive updates on the Economic Development Strategy & Diversification Study's progress, details on upcoming meetings, surveys you can take and share for feedback, and more, please email the study team at texaseconomicstudy@recovery.texas.gov.

